

ORDER



Orders

Order / Rev: 721797

Alt Order #: 06370508

Product Desc: AMERICAN CROSSROADS

Estimate: 1209

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 10/11/12 / 10/17/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Crossroads Media/ POL

Buying Contact:

Billing Contact:

66 Canal Center Plaza Suite 500

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: American Crossroads

Demographic: A35+

Product Codes: IS-Candidate/Presidential,IS-Candidate/

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	30	\$53,000.00	\$45,050.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$53,000.00	\$45,050.00	0.00
Totals	30	\$53,000.00	\$45,050.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$800.00		0.00			
E 2	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,800.00		0.00			
E 3	WKYC	10/19/12	10/19/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$800.00		0.00			
E 4	WKYC	10/19/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,500.00		0.00			
E 5	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,500.00		0.00			

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Advertiser: American Crossroads
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 Estimate: 1209
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/19/12	10/19/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 7	WKYC	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
E 8	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		M-----	:30		(\$2,800.00)		0.00	NM		
See MG 8.2 [NA/Oversold]															
2	NKYC	10/18/12-10/18/12		Tonight Show	1135p-1237a		---Th----	:30		\$2,800.00		0.00	NM		
Ⓜ MG for 8.1 10/22															
E 9	WKYC	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
E 10	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,500.00		0.00						
E 11	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,500.00		0.00						
E 12	WKYC	10/22/12	10/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		M-F 9-10a Today II	9a-10a		(9:00 AM-10:00 M-----	:30		(\$1,200.00)		0.00	NM		
See MG 12.2 [NA/Oversold]															
2	NKYC	10/20/12-10/21/12		SS 9-1030a	9a-1030a Sa/Su		-----SaSu	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 12.1 10/22															
E 13	WKYC	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$800.00		0.00						
E 14	WKYC	10/18/12	10/18/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,800.00		0.00						
E 15	WKYC	10/18/12	10/18/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: American Crossroads
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	10/18/12	10/18/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$800.00		0.00						
E 16	WKYC	10/18/12	10/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,500.00		0.00						
E 17	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,500.00		0.00						
E 18	WKYC	10/18/12	10/18/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,200.00		0.00						
E 19	WKYC	10/16/12	10/16/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$800.00		0.00						
E 20	WKYC	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,800.00		0.00						
E 21	WKYC	10/16/12	10/16/12	M-F 3-4p The Doctors	CM	3p-4p	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$800.00		0.00						
E 22	WKYC	10/16/12	10/16/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,500.00		0.00						
E 23	WKYC	10/16/12	10/16/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,500.00		0.00						
E 24	WKYC	10/16/12	10/16/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,200.00		0.00						
E 25	WKYC	10/17/12	10/17/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$800.00		0.00						
E 26	WKYC	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$2,800.00		0.00						
E 27	WKYC	10/17/12	10/17/12		CM	3p-4p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p The Doctors (3:00 PM-4:00 PM) DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$800.00 0.00															
E 28	WKYC	10/17/12	10/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH. 3 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$2,500.00 0.00															
E 29	WKYC	10/17/12	10/17/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$2,500.00 0.00															
E 30	WKYC	10/17/12	10/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHOW 9-10A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$1,200.00 0.00															
													Totals	30	\$53,000.00